

GREAT DEMAND FOR NEW MODEL COLE AUTOMOBILE

New Model Cole Eight Has Made Wonderful Record and is Very Popular.

By D. SCOTT THOMPSON
Of Thompson Garage Company.
For the owners of a V-type multiple cylinder car, the recent rumors of an increase in the price of gasoline should hold no fear. Assured of maximum mileage on any given quantity of fuel, he is able to operate his car with utmost economy.

On one thing all automobile engineers are agreed—that is that the V-type multiple cylinder motor outstrips all competition in the field of performance. It raises the standard of operation. It is more flexible, more easily controlled, more silent. Its speed range in high gear is wider by many miles. It is not handicapped by destructive vibrations and intermit-

tent impulses.

But in other ways, the multiple cylinder car of the V-type excels motors of fewer cylinders. It is more economical.

Take for example the model 860 Cole "Eight". Here we see a steady average of from twelve to fifteen miles per gallon of gasoline during more than a year and a half of performance in the hands of owners. It delivers maximum power at a minimum cost. Its economy in fuel is striking. From 800 miles upwards is what the owners report as the mileage on one gallon of lubricant.

The Cole "Eight" weighs about 3,500 pounds fully equipped for the road. Its light weight is conducive to long tire life and one after another of the owners of this type of car are reporting from 7,000 to 8,000 miles on one set of tires.

So perfect is the cooling system

that one hardly notices that the water is being used up. Owner after owner has commented on its magnificent cooling efficiency and the meager demand that the car makes on its water supply.

The reassurance that months of active service with utmost economy affords the prospective purchaser of an automobile is a big item in the sale of a car. To this, in a great degree, we attribute the wonderful success of the present selling season. The Cole "Eight" from the very start established itself as an exceptional car, and it has maintained its average right along the line.

Its performance is established. The man who buys a Cole "Eight" knows that he will be able to get from less than two to more than sixty miles an hour in high gear without shifting a lever. He knows that it is a car that

fears no hills with its speedy accelerative powers of from ten to fifty miles an hour in less than eighteen seconds.

From the point of attractiveness, the Cole "Eight" recognizes no peer. Its body lines are absolutely its own and are really a season ahead of the styles. The fine flow of lines accentuated by the graceful center cowl, the new type of divided front seats and disappearing auxiliary seats are novel. It has a hundred and one small details that are individual. From radiator to tail light, it is a car of distinctive individuality.

Our sales records show that we have 300 per cent more orders on our books today than we had a year ago at the same period in our production. We are getting material in fine shape, but the demand far exceeds the supply and we are urging everyone not to hesitate.

BIGGEST IN AMERICA

Great Performing Lions Will Be Seen Here Soon.



There are some wonderful lions with The Sparks World's Famous Shows that will exhibit here Thursday, May 4, at the Highland park grounds. They are not only of amazing size and beauty but they have been trained to do some of the most thrilling acts presented to an audience. Herr Fritz Brunner, the world's greatest lion tamer, was born and raised in the jungles of equatorial Africa, and from childhood was accustomed to hear the roars of the man-eating kings of the forests that prowled about his cabin at night. His father once captured some lion cubs which he trained to aid him in his hunting expeditions. Thus reared the boy naturally became a lion tamer and hunter. Selecting some cubs of the largest species known, he reared them and educated them to perform feats that would illustrate the amazing strength and agility of these beasts.

During the performance of the Sparks Shows a group of these monster animals will be turned loose in the great steel enclosure in full view of the audience. Herr Brunner will enter this enclosure, unarmed, and put these lions through some astonishing performances. It is the most thrilling act of the kind ever seen and will never be forgotten by the beholder.

Like every other act and feature presented with The Sparks Shows it is far away from and superior to anything of the kind ever seen before. There are numerous other trained animal acts in which tigers, leopards, hyenas, tremendous elephants, etc., will obey the commands of their fearless masters.

CREDIT PLAN FOR SALE OF PAIGE CARS

Is Announced by President of the Paige-Detroit Motor Car Company.

Harry M. Jewett, president of the Paige-Detroit Motor Car Company, announces that, after an exhaustive study of marketing conditions and financial ways and means, plans have been perfected by his company for the accommodation of the automobile buyer who may wish to purchase a Paige car on a credit, or partial payment basis.

Mr. Jewett has long realized that the development of the industry and the wide expansion of the market necessitated the study of credit merchandising in relation to the automobile. For many months, therefore, he has given a large part of his time to the formation of plans whereby dealers might safely serve that large section of the public which, while perfectly able to own a car, needed and were entitled to a certain amount of credit.

The development of this angle of motor car merchandising has been manifest for some time, and the movement along conservative and constructive lines is already under way. The Paige has been studying the situation closely in order to work out a plan that would give the public the accommodation desired, provide the financial machinery most acceptable to all concerned and also be simple, economical, dignified and sound in operation.

The plan which the Paige has originated and adopted, and which Mr. Jewett now announces, is one which he believes, while amply fortifying the dealer financially, gives the purchaser every consideration and the widest possible latitude consistent with prudent business.

On the other hand, unlike other credit systems already put in operation by other companies, the Paige plan costs the dealer nothing. He comes out of the transaction clean and whole.

In the selling of Paige cars on a credit basis the purchaser and the dealer will receive the accommodation through the Bankers' Commercial Corporation of New York, a company entirely separate from the Paige-Detroit Motor Car Company and with which it has no connection. This company, capitalized for \$1,000,000, was organized under the banking act of the State of New York and is subject to the state banking supervision. It is composed of representative financiers of New York and Chicago.

The operation of the credit sale is made as simple and as free from red tape as possible, both for purchaser and dealer. The purchaser makes at once a cash payment of one-half the list price of the car, and about \$35.00 which includes fire and theft insurance premium for one year.

The balance of the purchase price is paid with eight monthly notes and divided into nearly equal payments.

Why Buy Ready Mades? WE SELL FOR LESS!



No chance in the world for any ready made clothes to be sold for the prices we ask for our made to your order garments.

We undersell because we are mill to man tailors eliminating all the heavy expenses injected into suit prices if you buy elsewhere.

Don't take a chance on a misfit or a guess fit.

Place your clothes order with us, get better value for less money.

We do altering, pressing and repairing of Men's and Women's apparel.

The Union label is on every garment insuring the wearer of sanitary and perfect made garments.

SPRING SUIT

\$15

Made to Order

Established 1898

SWITZER BROS.

Clarkburg's Popular Priced Tailors

421 N. Fifth St., Clarkburg.

120 E. Second St., Weston.

The notes are carried by the Bankers' Commercial Corporation who take a mortgage or lease on the car as security. The dealer receives at once the cash from the Bankers' Commercial Corporation on the first seven notes. The cash for the eighth note is paid to the Paige-Detroit Motor Car Company and is credited to the dealer against future purchases of cars and parts. The car is delivered to the purchaser immediately.

There is a distinct advantage for the purchasers in the Paige plan in that no local arrangements are necessary in order to receive this accommodation. He is not obliged to go to his bank, but receives his credit from a third party in another city and to all intent and purposes the transaction appears the same as a cash purchase. At the same time the transaction does not disturb the local credit arrangement of the dealer.

DIVORCES INCREASE.

TOKIO, April 22.—The total number of divorces last year was 1,994, or 164 more than during the year 1914. Marriages in the same year slightly decreased in number.

PIPES AND UMBRELLAS REPAIRED AT

Levy's Cigar Store

Watch our window for special sales.

John Protsik

MERCHANT TAILOR

Get your Easter Suit made now.

329 Main St.

Over Bijou Theatre.

THOUSANDS TO ATTEND.

WASHINGTON, April 22.—War department reports indicate that attendance at the army instruction camps for civilians this summer will approximate 28,500. Secretary

Baker reporting to Congress today on the department's plans for the camp's, asked for an appropriation of \$454,085 for the expenses.

Hamburg has an experimental plant that obtains power from the ebb and flow of North sea tides.



Reliability

OUR absolute faith in the Maxwell car is due to two reasons: First, we have known that the Maxwell Company uses nothing in the entire car but the very best that money can buy. We have known that the steel is scientifically heat treated, that the car is built under the supervision of able engineers, that every car is rigidly tested many times before it leaves the factory.

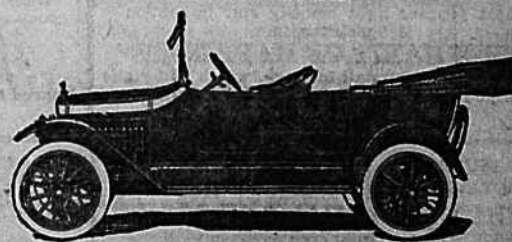
Second, we have known that the big and well established company behind the car is building for the future, that they value a satisfied owner above everything else.

Now that the Maxwell has set the World's Motor Non-Stop Mileage Record, by travelling continuously for 44 days and nights—averaging 500 miles per day—you will understand the benefits you personally may derive from the Maxwell policy. Did you ever hear of any car going 22,000 miles without once stopping the engine, without any repairs or readjustments, with only one gallon of gasoline to every 22 miles?

There is no reason why you shouldn't have a reliable, serviceable and economical Maxwell car. The first cost is low, the operating cost is low and our pay-as-you-ride plan makes the purchase easy for everyone.

Let us see you about this now, before our allotment is exhausted.

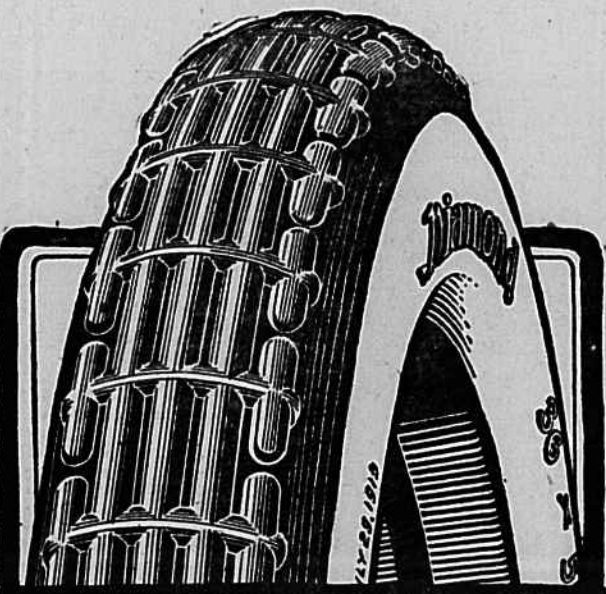
Touring Car, \$655. Roadster, \$635
Prices F. O. B. Detroit



CUPPET BROTHERS,
819 West Pike St.
Cons. 170. Bell 1470-J.

DISTRIBUTORS FOR

Maxwell



Cut your tire upkeep with a

Diamond

The new Diamond Tires of "Velvet Rubber" are the toughest, liveliest, most grippy, long wearing automobile tires ever made.

We are proud to represent the company that makes them, for we know that we are placing before the motorists of () a tire that will give them more mileage than any other on the market.

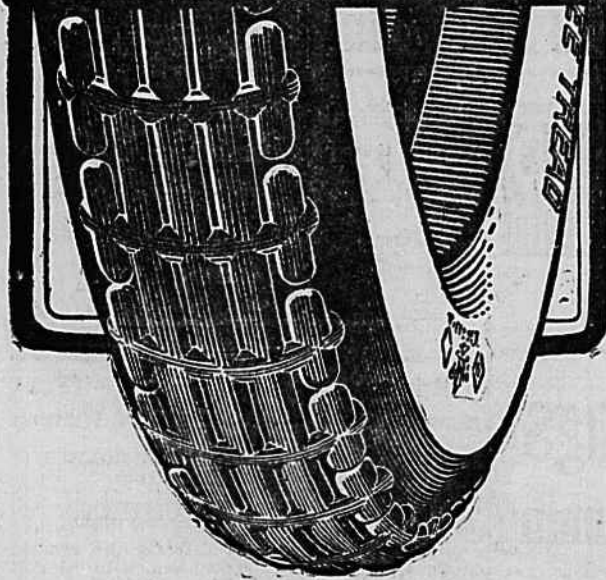
Though it is new, it has undergone nine hundred thousand miles of tests and has proved itself superior.

It sets a new standard in tire values

Scientific methods of manufacture and large quantity production allow us to sell it at the lowest price of any of the standard makes of tires.

Drive around to our store today. We are here from 6 a. m. to 8 p. m. and will be glad to show it to you whether or not you need tires right now.

\$9.90 to \$50.60



Stewart Warning Signal, Veedal Lubricant, Tire Chairs, Spark Plugs and Other Accessories.

E. R. Davis & Co.

310-312 W. MAIN ST.

Willard



Whatever the Ill—We'll Find a Cure

When you pump up your tires and drive out of the garage on the first warm day of Spring—drive straight to our shop and let us test your battery.

That's the surest way to have confidence in your starter and lights later on.

Your battery may be all right. But it's a satisfaction to know that anyhow. And if it does need attention your trip here will be doubly worth while.

Don't put it off. Ask for a free inspection card and we'll put you on our regular list of callers.

Welch-Smith Electric Co.

232 COURT STREET

Clarkburg, W. Va.

New Willard Batteries and Repair Parts Always Carried in Stock

Free Inspection of Any Battery at Any Time

Your Storage Battery

What it is and how to get the most out of it

Willard Storage Battery Co.

Willard Storage Battery Co.

Three safeguards to battery health—a hydrometer, a hydrometer, a hydrometer.